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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

PTOL-90A (Rev. 04/07)

	Application No.	**Applicant(s)**
Office Action Summary	10/612,415	JUNG ET AL.
	Examiner	**Art Unit**	
	William L. Bashore	2176	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on *22 May 2007*.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-4,6-14,17-20,22,25-27 and 34-52* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-4,6-14,17-20,22,25-27 and 34-52* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

DETAILED ACTION

1.   This action is responsive to communications: RCE/amendment filed 5/22/2007, to the original

application filed 7/3/2003, with priority filing date of **7/5/2002.**

2.   Claims 1-4,6-14,17-20,22,25-27 and 34-52 pending. Claims 15-17 remain non-elected. Claims 1, 6, 7, 9,

17, 20, 22, 25, 34, 50, 51, 52 are independent.

Continued Examination Under 37 CFR 1.114

3.   A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e),

was filed in this application after final rejection. Since this application is eligible for continued examination

under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous

Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 5/22/2007 has

been entered.

Claim Rejections - 35 USC § 101

4.   35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new
> and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

5.   **The claimed invention (as claimed in claims 1-4, 6-8, 9-14, 25-27, 34-49) is directed to non-**

statutory subject matter.

In regard to independent claims 1, 6, 7, 9 (and dependent claims 2-4, 8, 10-14 by virtue of their

dependence upon the above cited independent claims), each of said independent claims recite "*A data*

storage medium, comprising:". Said claims do not recite any computer executable instructions imparting any

functional interoperability, rendering the limitations of each said claims as directed to a mere listing of items

(e.g. AV data, markup document, etc. contained in a storage medium). As such, said claims are directed to non-

statutory subject matter.

In regard to independent claims 25, 34 (and dependent claims 26-27, 35-49 by virtue of their

dependence upon the above cited independent claims), each of said independent claims recite "*An apparatus*

to reproduce data... comprising:". The examiner cannot find any limitations coupling said limitations to said

apparatus, rendering the limitations of each said claims as directed to software per se (data structures) which is

not tied to any of the technological arts. As such, said claims are directed to non-statutory subject matter.

The examiner's suggestion of adding a limitation of "*a processor*" within each said independent claim

would serve to overcome this rejection.

Claim Rejections - 35 USC § 112

6.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject
> matter which the applicant regards as his invention.

Claim 47 recites the limitation "...*comprises the CSS file.*" There is insufficient antecedent basis for

this limitation in the claim.

Claim 48 recites "*The apparatus of claim 48, ...*". There is insufficient antecedent basis for this

limitation in the claim (claim depends upon itself).

Claim Rejections - 35 USC § 103

7.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set

forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the
> differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been
> obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall
> not be negatived by the manner in which the invention was made.

8.   **Claims 1-4, 6-14, 17-18, 20, 22, 25-27, 34-49, 51-52 are rejected under 35 U.S.C. 103(a) as being**

unpatentable over Lamkin et al. (hereinafter Lamkin 011), U.S. Publication No. US 2002/0088011 A1, in

view of Lamkin et al. (hereinafter Lamkin 344), U.S. Publication No. US 2006/0117344 A1, and further in

view of Berstis et al. (hereinafter Berstis), U.S. Patent No. 6,510,458 filed 7/15/1999.

        In regard to independent claim 1, Lamkin 011 teaches a DVD (a storage medium), AV data, including

HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and

HTML content with extra information regarding said video encoded on said DVD, playable via computer

connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

        Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of

startup document) (Lamkin 011 paragraph [0075]).

        Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a

displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach

embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However,

Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to

Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

        Lamkin 011 does not specifically teach displaying information according to a "set parental level".

However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content,

screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10,

13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that

Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.)

(Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the

invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content

for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories accordingly,

based on Berstis's parental level (rules) selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to dependent claim 2, Lamkin 011 does not specifically teach meta-information. However,

Berstis teaches HTML meta-information associated with parental levels (Berstis column 10 lines 10-19). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to

Lamkin 011, providing Lamkin 011 the benefit of meta-data to more accurately describe parental data.

In regard to dependent claim 3, Lamkin 011 teaches a DVD (a storage medium), AV data, including

HTML documents in directories to reproduce said AV data in an interactive mode (Lamkin 011 Abstract,

paragraph [0035], [0039], [0066], [0068]). Lamkin 011 does not specifically teach displaying pages according to

a parental level. However, Berstis teaches specifying which sites (HTML pages) a user is allowed to see, based

on a selected parental level (Berstis Figure 7). It would have been obvious to one of ordinary skill in the art at

the time of the invention to apply Berstis's levels to Lamkin 011's HTML selection, providing Lamkin 011 the

benefit of selecting which HTML page to view based on parental levels.

In regard to dependent claim 4, Lamkin 011 teaches a directory of HTML documents. Lamkin 011

does not specifically teach link information according to a parental level. However, Berstis teaches specifying

which sites (HTML pages) a user is allowed to see, based on a selected parental level (Berstis Figure 7). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis's levels

to Lamkin 011's HTML selection, providing Lamkin 011 the benefit of selecting which HTML page (via links) to view based on parental levels.

In regard to independent claim 6, Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and HTML content with extra information regarding said video encoded on said DVD, playable via computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However, Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level". However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content

for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-

directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to independent claim 7, Lamkin 011 teaches a DVD (a storage medium), AV data, including

HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and

HTML content with extra information regarding said video encoded on said DVD, playable via computer

connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content

and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of

startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a

displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach

embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However,

Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to

Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level".

However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content,

screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10,

13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that

Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.)

(Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the

invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content

for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-

directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to dependent claim 8, Lamkin 011 teaches clicking on a scene in an H?TML document links

the user to that DVD scene (HTML linking generally implement using a link tag (Lamkin 011 paragraph

[0066]).

In regard to independent claim 9, claim 9 incorporates substantially similar subject matter as claimed

in claim 1, and is rejected along the same rationale.

In regard to dependent claims 10, 11, Lamkin 011 does not specifically teach displaying information

according to a "set parental level" (two or more levels). However, Berstis teaches Web filtering whereby a user

selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking

transmission, etc. (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column

18 lines 44-48, Figures 6-9). It is additionally noted that Berstis teaches that HTTP is a known protocol for

transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been

obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing

Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing

customized HTML content (i.e. two or more levels reflected in HTML pages) in Lamkin 011's directories/sub-

directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 teaches a stylesheet (i.e. CSS) (Lamkin 011 paragraph [0124]).

In regard to dependent claims 12, 13, Lamkin 011 does not specifically teach displaying information

according to a "set parental level" (two or more levels, class values, etc.). However, Berstis teaches Web

filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content,

therefore blocking transmission, etc., based upon a numerical (value) level control (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9, Figure 7). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content (i.e. two or more levels reflected in HTML pages) in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 teaches a stylesheet (i.e. CSS) (Lamkin 011 paragraph [0124]).

In regard to dependent claim 14, Lamkin 011 teaches DVD data. Lamkin 011 does not specifically teach parental levels meeting DVD standards. However, Berstis teaches RSAC, a ratings service for computer games (typically distributed on CD or DVD, as well as MPAA for movies (typically on DVDs) (Berstis column 13 lines 15-20, 40-46). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of ratings for parental control.

In regard to independent claim 17, claim 17 reflects the method comprising computer readable instructions used for implementing the computer product as claimed in claim 1, and is rejected along the same rationale.

In regard to dependent claim 18, Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]). Lamkin 011 does not specifically teach displaying pages according to a parental level. However, Berstis teaches specifying which sites (HTML pages) a user is allowed to see, based on a selected parental level (Berstis Figure 7). It would have been obvious to one of ordinary skill in the art at

the time of the invention to apply Berstis's levels to Lamkin 011's HTML selection, providing Lamkin 011 the

benefit of selecting which HTML page to view based on parental levels.

Lamkin 011 teaches a directory of HTML documents. Lamkin 011 does not specifically teach link

information according to a parental level. However, Berstis teaches specifying which sites (HTML pages) a user

is allowed to see, based on a selected parental level (Berstis Figure 7). It would have been obvious to one of

ordinary skill in the art at the time of the invention to apply Berstis's levels to Lamkin 011's HTML selection,

providing Lamkin 011 the benefit of selecting which HTML page (via links) to view based on parental levels.

In regard to independent claim 20, Lamkin 011 teaches a DVD (a storage medium), AV data,

including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video

content and HTML content with extra information regarding said video encoded on said DVD, playable via

computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content

and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of

startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a

displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach

embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However,

Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to

Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level".

However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content,

screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10,

13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that

Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.)

(Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the

invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content

for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-

directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to independent claim 22, Lamkin 011 teaches a DVD (a storage medium), AV data,

including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video

content and HTML content with extra information regarding said video encoded on said DVD, playable via

computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content

and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of

startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a

displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach

embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However,

Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to

Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level".

However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content,

screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10,

13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that

Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 does not specifically teach displaying information according to a "set parental level" (two or more levels, class values, etc.). However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc., based upon a numerical (value) level control (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9, Figure 7). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content (i.e. two or more levels reflected in HTML pages) in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to independent claim 25, claim 25 reflects the apparatus comprising computer readable instructions used for implementing the computer product as claimed in claims 1, amd 12, and is rejected along the same rationale.

In addition, Lamkin 011 teaches "Blending" (Lamkin 011 paragraph [0153]).

In regard to dependent claims 26, 27, Lamkin 011 teaches a stylesheet (i.e. CSS) (Lamkin 011 paragraph [0124]).

In regard to independent claim 34, claim 34 reflects the apparatus comprising computer readable instructions used for implementing the computer product as claimed in claim 1, and is rejected along the same rationale.

In regard to dependent claims 35, 36, 37, 38, Lamkin 011 teaches "Blending" (Lamkin 011 paragraph [0153]). Lamkin 011 teaches a plug-in, and a network (Lamkin 011 paragraph [0220], Figure 1).

In regard to dependent claims 39, 40, 41, 42, 43, 44, Lamkin 011 does not specifically teach ratings. However, Berstis teaches ratings (Berstis column 13 lines 15-20. It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of a standard ratings system for increased ratings consistency.

Lamkin 011 teaches an API (Lamkin 011 paragraph [0051]).

Lamkin 011 does not specifically teach meta-information. However, Berstis teaches HTML meta-information associated with parental levels (Berstis column 10 lines 10-19). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of meta-data to more accurately describe parental data.

Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]). Lamkin 011 does not specifically teach displaying pages according to a parental level. However, Berstis teaches specifying which sites (HTML pages) a user is allowed to see, based on a selected parental level (Berstis Figure 7). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis's levels to Lamkin 011's HTML selection, providing Lamkin 011 the benefit of selecting which HTML page to view based on parental levels.

In regard to dependent claims 45, 46, 47, 48, 49, Lamkin 011 teaches an index.htm file for general

information and general AV, said file typically stored in a "root" directory (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches a directory of HTML documents. Lamkin 011 does not specifically teach link

information according to a parental level. However, Berstis teaches specifying which sites (HTML pages) a user

is allowed to see, based on a selected parental level (Berstis Figure 7). It would have been obvious to one of

ordinary skill in the art at the time of the invention to apply Berstis's levels to Lamkin 011's HTML selection,

providing Lamkin 011 the benefit of selecting which HTML page (via links) to view based on parental levels.

Lamkin 011 teaches a stylesheet (i.e. CSS), and a scripting language (Lamkin 011 paragraph [0124]).

In regard to independent claim 51, Lamkin 011 teaches a DVD (a storage medium), AV data,

including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video

content and HTML content with extra information regarding said video encoded on said DVD, playable via

computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content

and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of

startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a

displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach

embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However,

Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It

would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to

Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level".

However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content,

screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 does not specifically teach displaying information according to a "set parental level" (two or more levels, class values, etc.). However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc., based upon a numerical (value) level control (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9, Figure 7). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content (i.e. two or more levels reflected in HTML pages) in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

In regard to independent claim 52, Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and HTML content with extra information regarding said video encoded on said DVD, playable via computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However, Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level". However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 does not specifically teach displaying information according to a "set parental level" (two or more levels, class values, etc.). However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc., based upon a numerical (value) level control (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9, Figure 7). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control

(i.e. providing customized HTML content (i.e. two or more levels reflected in HTML pages) in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 teaches embedding AV data within an HTML document (Lamkin 011 paragraph [0117]), and a display device (Lamkin 011 Figure 1 item 138).

9.   **Claims 19, 50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lamkin 011, Lamkin 344, and Berstis, and further in view of Kenner et al. (hereinafter Kenner), U.S. Patent No. 6,421,726 provisional filing 3/14/1997.**

In regard to dependent claim 19, Lamkin 011 does not specifically teach a warning message. However, Kenner teaches a warning message (Kenner column 16 lines 51-55, 62-65, see also lines 8-21). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Kenner to Lamkin 011, providing Lamkin 011 the benefit of warning messages for indicating status accordingly.

In regard to independent claim 50, Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (a DVD video content and HTML content with extra information regarding said video encoded on said DVD, playable via computer connected to the Internet) (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]).

Lamkin 011 teaches various directories (i.e. directories and subdirectories) storing both DVD content and HTML content accordingly (Lamkin 011 paragraph [0035]).

Lamkin 011 teaches a common HTML page (index.htm) in a directory named "common" (a form of startup document) (Lamkin 011 paragraph [0075]).

Lamkin 011 teaches interactive content displayed on an interactive screen (clickable scenes in a displayed HTML Web page) (see Lamkin 011 at least paragraph [0066]. Lamkin 011 does not specifically teach embedding AV data (e.g. a movie) within said interactive screen (e.g. Lamkin 011's Web page). However, Lamkin 344 teaches playback of video within a Web page (Lamkin 344 paragraphs [0050], [0053], [0075]). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Lamkin 344 to Lamkin 011, providing Lamkin 011 the convenience of interactive content in proximity to video playback.

Lamkin 011 does not specifically teach displaying information according to a "set parental level". However, Berstis teaches Web filtering whereby a user selectable ratings service is used to rate Web content, screening objectionable content, therefore blocking transmission, etc. (Berstis Abstract, column 12 lines 5-10, 13-18, column 13 lines 15-20, 25-46, 54-59, column 18 lines 44-48, Figures 6-9). It is additionally noted that Berstis teaches that HTTP is a known protocol for transferring data files (e.g. text, audio, motion video, etc.) (Berstis column 6 lines 35-42). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Berstis to Lamkin 011, providing Lamkin 011 the benefit of restricting objectionable content for greater parental control (i.e. providing customized HTML content in Lamkin 011's directories/sub-directories accordingly, based on Berstis's parental level selection). (see Berstis column 13 lines 16-20, 47-53).

Lamkin 011 does not specifically teach a warning message. However, Kenner teaches a warning message (Kenner column 16 lines 51-55, 62-65, see also lines 8-21). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply Kenner to Lamkin 011, providing Lamkin 011 the benefit of warning messages for indicating status accordingly.

Lamkin 011 teaches a DVD (a storage medium), AV data, including HTML documents in directories to reproduce said AV data in an interactive mode (Lamkin 011 Abstract, paragraph [0035], [0039], [0066], [0068]). Lamkin 011 does not specifically teach displaying pages according to a parental level. However, Berstis teaches specifying which sites (HTML pages) a user is allowed to see, based on a selected parental level (Berstis Figure 7). It would have been obvious to one of ordinary skill in the art at the time of the invention to apply

Berstis's levels to Lamkin 011's HTML selection, providing Lamkin 011 the benefit of selecting which HTML

page to view based on parental levels.

Response to Arguments

10.   Applicant's arguments filed 5/22/2007 have been fully and carefully considered but they are not

persuasive.

Applicant's arguments on pages 11-16 of the amendment are directed to the assertion that the cited art

of record does not teach reproduction of AV data and markup documents in an "interactive" mode involving

embedded content, etc.

The examiner respectfully disagrees. Lamkin (now renamed as Lamkin 011) at paragraph [0066]

teaches clicking on (video) scenes visually represented in HTML format (e.g. clickable scenes within a Web

page), therefore said Web page can be fairly interpreted as a document in interactive mode (an interactive

screen), since a user interacts with said document on a screen accordingly. Paragraph [0066] goes on to teach

pursuant to a clicked scene, the user is linked to that scene within the DVD-video. Lamkin 011 does not

specifically recite that the video is "embedded" within the interactive screen. However, Lamkin 344 does teach

video embedded within a Web page window. This teaching is applied to Lamkin 011 accordingly. It is

respectfully noted that both Lamkin 011, and Lamkin 344, appear to describe the same invention.

Applicant argues on page 13 of the amendment that Berstis does not teach parental rating information as

part of the markup documents. The examiner respectfully disagrees. It is unclear from the instant claims whether

said claimed "*set parental level*" is integrated as part of the markup language documents stored in a storage

medium. Assuming arguendo that Applicant's position is adopted (the Office does not admit this), Berstis

(Berstis 458) does teach a PICS platform, comprising a form of standardized content labeling for ratings

purposes (see Berstis 458 at least column 12 lines 54-65).

Conclusion

11.   Any inquiry concerning this communication or earlier communications from the examiner should be

directed to William L. Bashore whose telephone number is (571) 272-4088. The examiner can normally be

reached on 9:00 am - 5:30 pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug

Hutton can be reached on (571) 272-4137. The fax phone number for the organization where this application or

proceeding is assigned is 571-273-8300.

12.   Information regarding the status of an application may be obtained from the Patent Application

Information Retrieval (PAIR) system. Status information for published applications may be obtained from

either Private PAIR or Public PAIR. Status information for unpublished applications is available through

Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you

have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-

9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the

automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

WILLIAM BASHORE
PRIMARY EXAMINER
August 2, 2007